

It was a lot of fun learning how to do Animoto videos. I was surprised at how easy it was. I'm certain I will be making use of this service quite often in the future!

I approached this one from the standpoint of all the things Paul Revere was known for. Our research led us to find out that Paul Revere's success was as much due to his skill as a businessman as his skill as an artisan and silversmith. He was an excellent entrepreneur and very skilled at marketing himself and his wares. I just thought if Paul Revere were alive today, how might he promote himself? What would a commercial look like if he were offering his goods today? So I came up with the idea of making a video promoting his work as art and using two word phrases highlighting all the things he was known for. I located photos of his pieces, then downloaded period music played on period instruments, and put it together using one of the simplest backgrounds Animoto offered so the art could stand on its own. The final phrase just says "Paul Revere" as if it were his own commercial. The final piece is the "Liberty Bowl" which he engraved with all the names of the Sons of Liberty. For a first effort, I'm relatively pleased with the results.

It would be very easy to use this video to highlight his work as art of the period. You could also point out all four of the purposes of art using this. Many pieces could be described as artistic expression. Pieces such as salt and pepper shakers, tongs, pitchers, etc. are definitely functional art. The church chalice or cup would be ceremonial art. And the Liberty Bowl would be narrative art. So all four purposes of art are featured.

I hope you can make use of it! Thanks for being interested in sharing it!

Jon